TOBACCO

Operating income from our worldwide tobacco operations was up TK% to $TK billion for the second quarter of 1992. Worldwide cigarette volume declined TK% to TK billion units, principally reflecting the timing of shipments to Russia when compared with 1991. Philip Morris' market share trends remain positive in most major markets.

Operating income for the domestic tobacco business rose TK% to $TK billion and operating revenues increased TK% to $TK billion in the second quarter. Cigarette volume declined -1.2% to 60.5 billion units in the quarter. Philip Morris' share of the domestic tobacco industry for the second quarter increased to 45%, with **Marlboro** accounting for almost 27% of industry volume.

For the second quarter, Philip Morris increased its share of the domestic premium category to 51%, aided by Marlboro 's growth in this segment to 37%. New Marlboro **Medium Kings** and **Merit Ultima**, and the most recent introduction of **Marlboro Medium 100s** also contributed to the quarter's performance. In the growing discount segment, which now accounts for approximately 28% of the U.S. cigarette industry, our discount segment volume grew more than 11%. Philip Morris now holds nearly a 30% share of the domestic discount segment.

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Source: https://www.industrydocuments.ucsf.edu/docs/hyfj0004